AMENDMENT AND PRESENTATION OF CLAIMS

Please replace all prior claims in the present application with the following claims, in which claims 1 through 4 have been canceled without prejudice or disclaimer, claims 5 through 12 have been amended, and new claims 13 through 24 have been added.

1. - 4. (Canceled)

5.   (Currently Amended)   An apparatus comprising:

[[a]] <u>at least one</u> processor<u>;</u> and

[[a]] <u>at least one</u> memory including computer program code, the <u>at least one</u> memory and the computer program code configured to, with the <u>at least one</u> processor, cause the apparatus to[[:]] <u>perform at least the following,</u>

<u>generate a message that is distinct from location updates performed by a global positioning system (GPS) receiver when the apparatus is roaming in cells of a cellular radio network and that indicates the apparatus has detected that it is in a localized service area defined independently from cells, the message being generated by the apparatus without action by a user of the apparatus;</u>

<u>transmit the message to a base station covering the localized service area; and</u>

<u>receive a service selection localized based upon the localized service area and offered to the apparatus by a communications system including the base station.</u>

store information required for recognizing a localized service area on which localized services are controlled by a services server;

send a notification of arrival of the apparatus in the localized service area to the services server in response to the recognition of the localized service area, said notification

~~providing an impulse for changing a service selection offered to the apparatus and being~~

~~sent separately from obligatory location updates performed when roaming in cells of a~~

~~cellular radio network, the notification being generated by the apparatus without action by~~

~~a user of the apparatus.~~

6. (Currently Amended)   [[The]] <u>An</u> apparatus of claim 5, wherein <u>the apparatus is a</u>
<u>mobile phone, and said</u> <u>at least one</u> memory ~~is located in~~ <u>includes</u> a removable memory [[unit]].

7. (Currently Amended)   A method comprising:

~~receiving from~~ <u>generating at</u> a mobile station a message that is distinct from ~~obligatory~~

location updates performed by <u>a global positioning system (GPS) receiver when</u> the

mobile station [[when]] <u>is</u> roaming in cells of a cellular radio network and ~~indicating~~ that

<u>indicates</u> the mobile station has detected that it is in a localized service area <u>defined</u>

<u>independently from cells</u>, the message being generated by the mobile station without

action by a user of the mobile station;

<u>causing, at least in part, transmission of the message to a base station covering the localized</u>

<u>service area</u> ~~generating information about the arrival of the mobile station in the localized~~

~~service area~~; and

~~changing~~ <u>causing, at least in part, reception of</u> a service selection <u>localized based upon the</u>

<u>localized service area and</u> offered to said mobile station by a communications system

including [[a]]] <u>the</u> base station ~~providing the localized service area~~.

8.   (Currently Amended)   [[The]] A method of claim 7, wherein in response to the detection of ~~information about~~ the arrival of [[a]] the mobile station in [[a]] the localized service area, a predetermined additional service is offered to the mobile station.

9.   (Currently Amended)   [[The]] A method of claim 8, wherein said additional service involves [[the]] sending of announcements to the mobile station.

10.   (Currently Amended)   [[The]] A method of claim 7, wherein in response to the detection of ~~information about~~ the arrival of a mobile station in [[a]] the localized service area, the quantity of services offered to the mobile station by the communications system is reduced.

11.   (Currently Amended)   [[The]] A method of claim 7, further comprising:

~~communicating~~ causing, at least in part, transmission of a message indicating the arrival of a mobile station in [[a]] the localized service area to a service server[[;]], for checking what services ~~should be offered~~ to be received at the mobile station in that localized service area;

~~communicating a request for the services to be offered to an application server providing the services;~~ and

~~providing, by the application server, a service to~~ causing, at least in part, reception of the service at the mobile station.

12.   (Currently Amended)   [[The]] A method of claim 11, wherein: ~~communicating a request to an application server comprises: communicating~~ the request for the services ~~to be offered~~ is transmitted to ~~at least two~~ one or more application servers providing services, and

~~providing, by the application server, a service to the mobile station comprises: providing, by~~ each of the application servers provides one or more of the requested services ~~to which the request for the services to be offered was made, a service~~ to the mobile station.

13. (New) A method of claim 7, wherein the mobile station detects that it is in the localized service area by: comparing a computed location with a stored geographic definition of the localized service area, and determining the mobile station is located in the localized service area when the computed location is within the stored geographic definition of the localized service area.

14.   (New)   A method of claim 13, further comparing:

causing, at least in part, reception of control information from a plurality of base stations at the mobile station, the control information including geographic coordinates of each respective one of the base stations; and

averaging the geographic coordinates of the base stations at the mobile station to obtain geographic coordinates of the computed location.

15.   (New)   A method of claim 7, wherein the service selection comprises at least one push service.

16.   (New)   A method of claim 7, wherein the message is either a short message service message, an unstructured supplementary service data message, or a dual tone multi-frequency-coded message.

17.   (New)   A method of claim 7, wherein the message is sent to the base station in conjunction with a telephone call or a data call.

18.   (New)   A method of claim 7, wherein the server selection including a service of receiving   announcements specific for the localized service area.

19.   (New)   A method of claim 7, wherein the localized service area is an airport or a cafeteria.

20.   (New)   An apparatus of claim 5, wherein the apparatus detects that it is in the localized service area by: comparing a computed location with a stored geographic definition of the localized service area, and determining the apparatus is located in the localized service area when the computed location is within the stored geographic definition of the localized service area.

21.   (New)   An apparatus of claim 20, wherein the apparatus is further caused to:
receive control information from a plurality of base stations, the control information including geographic coordinates of each respective one of the base stations; and
average the geographic coordinates of the base stations to obtain geographic coordinates of the computed location.

22.   (New)   A computer-readable storage medium carrying one or more sequences of one or more instructions which, when executed by one or more processors, cause an apparatus to at least perform the following steps:

generating a message that is distinct from location updates performed by a global positioning

system (GPS) receiver when the apparatus is roaming in cells of a cellular radio network

and that indicates the apparatus has detected that it is in a localized service area defined

independently from cells, the message being generated by the apparatus without action by

a user of the apparatus;

transmitting the message to a base station covering the localized service area; and

receiving a service selection localized based upon the localized service area and offered to the

apparatus by a communications system including the base station.

23.   (New)   A computer-readable storage medium of claim 22, wherein the apparatus

detects that it is in the localized service area by: comparing a computed location with a stored

geographic definition of the localized service area, and determining the apparatus is located in

the localized service area when the computed location is within the stored geographic definition

of the localized service area.

24.   (New)   A computer-readable storage medium of claim 22, wherein the apparatus is

caused to further perform:

receiving control information from a plurality of base stations, the control information

including geographic coordinates of each respective one of the base stations; and

averaging the geographic coordinates of the base stations to obtain geographic coordinates of

the computed location.